

In the Claims:

1. (Currently Amended) A product made by the process of:
 - (a) establishing a product personality for a product series;
 - (b) correlating the product personality with a visual characteristic of the product series as viewed by a consumer; and
 - (c) designing the product based on the correlation.
2. (Currently Amended) The product of claim 1, wherein the step of establishing the product personality further includes the step of establishing at least one personality characteristic of the product series.
3. (Original) The product of claim 2, wherein the step of establishing at least one personality characteristic further includes the step of assigning at least one adjective to the personality characteristic.
4. (Original) The product of claim 3, wherein the step of establishing the product personality further includes the step of creating a perceptual map.
5. (Original) The product of claim 1, wherein the step of establishing the product personality further includes the step of creating a perceptual map.

6. (Original) The product of claim 5, wherein the step of creating a perceptual map further includes the step of creating a map with a plurality of axes that are exclusive and differentiated.

7. (Currently Amended) The product of claim 1, wherein the step of correlating the product personality with a visual characteristic of the product series as viewed by a consumer further includes the step of selecting a configuration for at least a component of the product series.

8. (Currently Amended) The product of claim 7, wherein the step of selecting a product configuration further includes the step of selecting a texture of at least a component of the product series.

9. (Currently Amended) The product of claim 7, wherein the step of selecting a product configuration further includes the step of selecting an architecture of at least a component of the product series.

10. (Currently Amended) The product of claim 7, wherein the step of selecting a product configuration further includes the step of selecting a brand identifier of the product series.

11. (Original) The product of claim 10, wherein the brand identifier comprises a logo.

12. (Currently Amended) The product of claim 10, wherein the step of selecting a brand identifier further comprises the step of establishing at least one personality characteristic of the product series.

13. (Original) The product of claim 12, wherein the step of establishing at least one personality characteristic further includes the step of assigning at least one adjective to the personal characteristic.

14. (Original) The product of claim 13, wherein the step of correlating the product personality with the visual characteristic further includes the step of correlating the product personality with a perceptual map.

15. (Original) The product of claim 1, wherein the step of designing a product based on the correlation further comprises the step of selecting a brand to create a brand identifier.

16. (Currently Amended) The product of claim 15, wherein the step of selecting a brand to create a brand identifier further includes the step of correlating the brand identifier with a predetermined appearance of at least a component of the product series.

17. (Currently Amended) A method of creating ~~an aesthetically pleasing a product,~~
the method comprising the steps of:

- (a) establishing desired brand personalities for a series of products~~product-line~~;
- (b) mapping customer perceptions of the brand personalities;
- (c) correlating visual characteristics of the brand personalities to a desired brand;
- (d) determining visual characteristics of the desired brand; and
- (e) designing a product appearance in response to the visual characteristics of the desired brand.

18. (Currently Amended) A method of creating brand equity in a series of products
product-line, the method comprising the steps of:

- (a) assigning desired personality adjectives to a current brand, the brand including
a series of products;
- (b) associating a plurality of images and a plurality of dominant personality traits
to generate an association between the plurality of images with the plurality dominant
personality traits;
- (c) correlating the association of the images and traits with the adjectives to
generate an image adjective profile;
- (d) creating a brand visual characteristic by plotting the association on a
perceptual map; and
- (e) abstracting a design from the plot and the image adjective profile to create a
brand visual identifier.

19. (Currently Amended) A series of appliances, comprising:

a first appliance having an appearance with a visual characteristic correlated to a predetermined product personality; and

a second, different appliance having an appearance with a similar visual characteristic correlated to the product personality, the similar visual characteristic including at least one of a panel, frame, top, bottom, rollers, stand, contour, dispenser, plating, pan, icon, graphic, color, texture, display, LED display, lever, tray, shelf, bar, lighting, switch, door, handle, knob, button, dial, siding, backing, interior, facade, and shape.

20. (Original) The series of appliances of claim 19, wherein the appliances include at least one of a washer, dryer, refrigerator, freezer, oven, stove, range, counter top appliance, cooktop, grill, hood, dishwasher, and microwave oven.

21. (Cancelled)

22. (Cancelled)